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**TRANSMITTAL  
FORM**

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/759,167
	Filing Date	January 20, 2004
	First Named Inventor	Ronald BLUM
	Art Unit	2632
	Examiner Name	Thomas J. MULLEN
Total Number of Pages in This Submission	Attorney Docket Number	13561/535

**ENCLOSURES (check all that apply)**

<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/ Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	<input checked="" type="checkbox"/> Replacement Drawings, FIGS. 1-11 <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) ____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
<b>Remarks</b>		

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm	KENYON & KENYON LLP		
Signature			
Printed Name	William E. Curry		
Date	January 13, 2006	Reg. No.	43,572

**CERTIFICATE OF TRANSMISSION/MAILING**

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Application Ser. No. 10/759,167  
Attorney Docket No. 13561/535

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Ronald D. Blum et al.  
SERIAL NO: 10/759,167  
FILING DATE: January 20, 2004  
TITLE: INTERACTIVE AND DYNAMIC ELECTRONIC FLOOR  
ADVERTISING/MESSAGING DISPLAY  
ART UNIT: 2632  
EXAMINER: Thomas J. Mullen

**Mail Stop Amendment**  
COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

SIR:

In response to the Office Action mailed October 13, 2005 in the above-identified application, the Applicant respectfully submits the following.

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 4 of this paper.

**Amendments to the Drawings** begin on page 7 of this paper.

**Remarks** begin on page 8 of this paper.